

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 569896 /		<u>Alt Order #</u> 09799032
<u>Product</u> ACC-WI		
<u>Contract Dates</u> 08/22/12 - 09/10/12		<u>Estimate #</u> 3059
<u>Advertiser</u> American Chemistry Council		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
		<u>Total Ratings</u> 230.70
<u>IDB#</u>	<u>Advertiser Code</u> 198	<u>Product Code</u> 462
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	08/22/12	08/24/12	M-F 5a-530a	5a-530a		:30				NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				2	\$335.00	2.20			
N 2	6	08/22/12	08/24/12	M-F 530a-6a	530a-6a		:30				NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				2	\$415.00	2.40			
N 3	6	08/22/12	08/24/12	M-F 6a-7a	6a-7a		:30				NM	2	\$1,830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				2	\$915.00	3.80			
N 4	6	08/26/12	09/09/12	FOX News Sunday	9a-10a		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$250.00	1.00			
Week:		08/27/12	09/02/12	-----S				1	\$250.00	1.00			
Week:		09/03/12	09/09/12	-----S				1	\$250.00	1.00			
N 5	6	08/22/12	08/24/12	M-F 530p-6p	530p-6p		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				2	\$550.00	2.40			
N 6	6	08/22/12	08/24/12	M-F 6p-630p	6p-630p		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				2	\$650.00	2.90			
N 7	6	08/26/12	09/09/12	Su 5p News	5-530p		:30				NM	3	\$1,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$435.00	2.40			
Week:		08/27/12	09/02/12	-----S				1	\$435.00	2.40			
Week:		09/03/12	09/09/12	-----S				1	\$435.00	2.40			
N 8	6	08/26/12	09/02/12	Su 5p News	5-530p		:30				NM	2	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$485.00	2.00			
Week:		08/27/12	09/02/12	-----S				1	\$485.00	2.00			
N 9	6	09/09/12	09/09/12	GB Packers Football	various		:30				NM	1	\$21,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$21,350.00	43.20			
N 10	6	08/22/12	08/24/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,335.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u> 569896 /		<u>Alt Order #</u> 09799032
<u>Contract Dates</u> 08/22/12 - 09/10/12	<u>Product</u> ACC-WI	<u>Estimate #</u> 3059
<u>Advertiser</u> American Chemistry Cou		<u>Original Date / Revision</u> 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				1	\$1,335.00	5.60			
N 11	6	08/26/12	09/02/12	Su 9p-930p	9p-930p		:30				NM	2	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,150.00	4.80			
Week:		08/27/12	09/02/12	-----S				1	\$1,150.00	4.80			
N 12	6	08/27/12	09/07/12	M-F 5a-530a	5a-530a		:30				NM	7	\$2,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				4	\$335.00	2.20			
Week:		09/03/12	09/09/12	MTWTF--				3	\$335.00	2.20			
N 13	6	08/27/12	09/07/12	M-F 530a-6a	530a-6a		:30				NM	8	\$3,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				4	\$415.00	2.40			
Week:		09/03/12	09/09/12	MTWTF--				4	\$415.00	2.40			
N 14	6	08/27/12	09/07/12	M-F 6a-7a	6a-7a		:30				NM	4	\$3,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				2	\$915.00	3.80			
Week:		09/03/12	09/09/12	MTWTF--				2	\$915.00	3.80			
N 15	6	08/27/12	09/07/12	M-F 530p-6p	530p-6p		:30				NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$550.00	2.40			
Week:		09/03/12	09/09/12	MTWTF--				3	\$550.00	2.40			
N 16	6	08/27/12	09/07/12	M-F 6p-630p	6p-630p		:30				NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$650.00	2.90			
Week:		09/03/12	09/09/12	MTWTF--				3	\$650.00	2.90			
N 17	6	09/10/12	09/10/12	M-F 5a-530a	5a-530a		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$335.00	2.20			
N 18	6	09/10/12	09/10/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$550.00	2.40			
N 19	6	09/10/12	09/10/12	M-F 6p-630p	6p-630p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$650.00	2.90			
N 20	6	09/10/12	09/10/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,335.00	5.60			
N 21	6	09/10/12	09/10/12	M-F 530a-6a	530a-6a		:30				NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$415.00	2.40			
N 22	6	08/27/12	09/07/12	M-F 930-10p	930p-10p		:30				NM	6	\$8,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$1,335.00	5.60			
Week:		09/03/12	09/09/12	MTWTF--				3	\$1,335.00	5.60			
Totals										230.70		64	\$61,560.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	15	\$9,385.00	\$7,977.25
08/27/12 - 09/10/12	49	\$52,175.00	\$44,348.75
Totals	64	\$61,560.00	\$52,326.00

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Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Jon Ferrell
do hereby request station time concerning the following issue:

American Chemistry Council

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges:

This broadcast time will be used by: American Chemistry Council

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

represent that the payment for the above described broadcast time has been furnished by:

American Chemistry Council

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

_____		703-683-4877
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____	_____	_____
Signature	Printed Name	Title